

**OFFICE OF THE SUPERINTENDENT OF SCHOOLS
106 Hancock Road
Peterborough, New Hampshire**

CONTOOCOOK VALLEY SCHOOL BOARD

Communication Committee Meeting

Thursday, November 12, 2020

6:00 p.m.

Physical Location: None

Virtual Location:

<https://us02web.zoom.us/j/81387130158?pwd=ZDB2Q01wamg0NjNmV3Y1MlZVeUo2Zz09>

Meeting ID: 813 8713 0158

Password: tmn9nm

+1 646 558 8656 US

Meeting ID: 813 8713 0158

Password: : 750170

Minutes

Committee Members:

- Niki McGettigan, Chair
- Alan Edelkind
- Jim Fredrickson
- Janine Lesser
- Kevin Pobst

Present: Alan Edelkind, Jim Fredrickson, Janine Lesser, Kevin Pobst, Dr. Kimberly Saunders

1. Call to Order

Janine Lesser called the meeting to order at 6:12 p.m.

2. Accept Minutes of October 8, 2020

Kevin Pobst moved to accept the minutes of October 8, 2020. Alan Edelkind second. Unanimous.

3. Review progress on District Financial Articles

Jim Fredrickson referenced articles –

- ConVal School Board – Financial Updates
- ConVal and COVID-19 Costs
- COVID, Unreserved Fund Balance and District Tax Assessments
- Budget
- Lawsuit
- Trust Funds/Warrant Articles
- White Paper (of new draft)

He said that Guilfoil Public Relations could develop press releases on some of these. Jim asked where press releases are stored on the website. Kimberly Saunders will investigate.

Where are we on the press release that we signed a contract with the Union? It is underway.

Jim Fredrickson spoke about the traction that one article may lead into another gets. This will set us up for what our communities will vote for in March. All of the warrant articles so far are financial; he has heard none other.

Alan Edelkind asked if a summary document that lays out what will be on the website rather than just having them appear will develop.

Kevin Pobst said that the idea of a series of press releases is a good idea. Speaking with Guilfoil about frequency and content will be helpful leading up to Deliberative Session and the March vote. We could use Guilfoil's strategic thinking.

Jim Fredrickson said that this is a series of financial articles. Guilfoil could build a set of umbrella communications. What other non-financial items has COVID impacted?

Jim Fredrickson shared the following as possibilities:

- 1) Introduction - "ConVal School Board - Financial Updates"
- 2) "ConVal and COVID-19 Costs"
- 3) "COVID, Unreserved Fund Balance and District Tax Assessment"
- 4) ConVal/CVEA contract....possible article. Would depend on what Guilfoyle puts in Press release. Will require CVEA input. Message: vote to approve!!!
- 5) ConVal District Tax Assessments – (to be written once \$\$ are available from Lori)
- 6) ConVal School Budget Schedule - to be written. Short summary of key dates from December Budget meeting to March vote
- 7) ConVal school Budget - Warrant Articles - to be written. Summary of Warrant articles that will appear on ballots: Budget, Contract, Trust Fund Warrant Articles.
- 8) ConVal Lawsuit and State Adequacy - to be written. possible article summarizing the issue, why we sued, and possible solution....what it might mean for towns in district.
- 9) Update "White Paper" for distribution prior to and during Deliberative Session.

Kevin Pobst said that complimentary non-financial issues might be raised. Should there be companion pieces that come out as well that deal with other consequences of COVID?

Maxing out Guilfoil was discussed. Guilfoil will communicate across the year to balance higher communication times with quieter months.

4. Schedule of communications November-March/Coordination with Guilfoil

Kimberly Saunders spoke about meetings with Guilfoil toward a communication audit.

Presentation of audit would/could go to Communications for a report out to the full board or right to the full board. The full board was preferred.

Financial Updates can go out immediately.

Jim Fredrickson said that Guilfoil should weigh in. Local newspapers should be made aware that a schedule of communications will be forthcoming. Jim agreed to resend three articles that might be sent to Guilfoil to weigh in on.

A Press Release on the CVEA Contract could be drafted by Jim if desired. Kimberly said that anything that goes out on the contract should be reviewed by the CVEA.

Communication on lawsuit with State? Jim Fredrickson said that we could add something after tax assessment goes out. We could explain why we did what we did.

No communication at this time on tent situation.

COVID update and reopening plan as it unfolds – Janine Lesser asked if anything needs to take place to communicate with the public. Should we build a PSA piece and how we expect things to unfold. Kimberly said that Guilfoil is working on a press release.

5. Adjourn

Kevin Pobst moved to adjourn at 6:48 p.m. Jim Fredrickson second. Unanimous.

Respectfully submitted,

Brenda Marschok